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6-3181
S. R. HOWELL, PRESIDENT
OWEN G. WOOD, SECRETARY
BRUCE HOWELL, TREASURER

Special letter
MURRAY CHAS. MCNEIL
VICE-PRES. & SALES

COLE B. HOWELL, VICE-PRES.
FRED GRINDLER, VICE-PRES.
FRED LANDIS, VICE-PRES.

SWEETWATER VALLEY NURSERIES

INCORPORATED

WHOLESALE ORNAMENTALS

ON LEE HIGHWAY

SWEETWATER, TENNESSEE

SPRING, 1931

Fellow Nurseryman:

We want you to be among the first to know about the most Revolutionary offer ever made to wholesale purchasers of quality nursery stock.

On all purchases of carload lots for Spring of 1931 delivery WE WILL PREPAY ALL FREIGHT CHARGES as explained in the following pages. Further, you may make your own selection from our advance price list which has already been mailed you, or, you may make your own PERSONAL selections in our 1,000 acre nursery at NO INCREASE in prices.

Did you ever hear of a proposition like this before? Of course not! This offer is the first of its kind in the history of the American Nursery Trade. It means an actual cash saving to you of from \$150.00 to \$350.00 on a single carload purchase. Ask your banker whether it would pay to borrow money at 6% to make this trade which carries a clear saving to you of from 20% to 35%.

Read the following pages carefully, consult the map for your zone and then mail your order AT ONCE. This is important because even with 1,000 acres planted exclusively in the finest ornamentals and our own private siding on the main line of the Southern Railroad, we need your cooperation in planning for prompt shipments on the date that you want them.

We challenge your good judgment and experience to find anywhere an offer that can give you so much real value for your investment.

This unusual offer may never be repeated but for the Spring of 1931 it is just as sincere as we know how to make it. Opportunity may knock only once, so Buy Now---and Save.

Yours very truly,

SWEETWATER VALLEY NURSERIES, INC.

By *Murray Chas. McNeil*

MCM:GBM

Vice-Pres.

SWEETWATER VALLEY NURSERIES

INCORPORATED

SWEETWATER - TENNESSEE

You'll want some of these
SUPER-QUALITY
: : : Junipers : : :

Compare these
Outstanding Values

WE PREPAY THE FREIGHT!

Here's how we do it—

Select a carload order at our regular catalog prices to the minimum value of your zone (see map below.)

Stock to be delivered in the spring of 1931.

Mail your check for the full amount with order.

We will PREPAY ALL FREIGHT CHARGES

when cash accompanies carload order per this offer.

You may PERSONALLY select any item of your choice ordered in this offer growing on our 1000 acre nursery at NO EXTRA COST.

LEGEND

ZONE 1—Minimum value of order not less than.....\$ 800.00
ZONE 2—Minimum value of order not less than..... 950.00

ZONE 3—Minimum value of order not less than\$1100.00
ZONE 4—Minimum value of order not less than..... 1750.00



If you have
misplaced
our
Price List
send for
another.
It's Free!

All orders
booked
subject to
confirmation,
also to
prior sale.



JUNIPERUS HIBERNICA
Irish Juniper



JUNIPERUS SABINA
Savin Juniper



JUN. CHIN. PFITZERIANA
Pfitzer Juniper



NANDINA DOMESTICA
Note number of stems and quantity
of foliage



THUJA OCC. GLOBOSA
Every Plant a Specimen

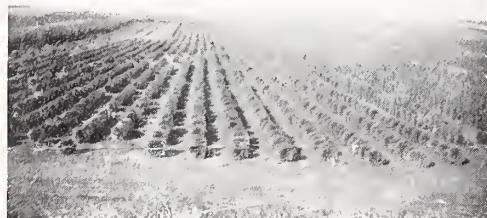


JUN. COM. DEPRESSA
These are extra fine

It's not your initial order that counts—We want your future Business

Can YOU Make Better Selections Than These?

*Thousands of Plants to
Choose From*



THUJA OCCIDENTALIS GLOBOSA
One of several blocks



MAHONIA AQUIFOLIUM
Over 10,000 plants to choose from



Center—LAGERSTROEMIA WM. TOOVEY—2-3'
Left—SPIREA THUNBERGII—12-18"
Right—VIBURNUM TOMENTOSUM—2-3'

BELOW ARE EXAMPLES OF SUGGESTED CARLOAD SHIPMENTS FOR THE RESPECTIVE ZONES. WE WANT YOU TO CHOOSE AN ASSORTMENT THAT YOU CAN HANDLE PROFITABLY. IF YOU CAN DO BETTER—TRY IT.

FOR ZONE 1

25	Cedrus deodara	B&B	5-6'	\$3.00	\$75.00
25	Cedrus deodara	B&B	4-5'	2.00	50.00
25	Jun. Chin. Pfitzeriana	B&B	2-3'	1.50	37.50
25	Jun. Sabina	B&B	18-24"	1.00	25.00
25	Retinospora plumosa	B&B	3-4'	1.25	31.25
25	Thuja or. aurea nana	B&B	18-24"	1.00	25.00
25	Thuja or. aurea conspicua	B&B	3-4'	1.50	37.50
10	Thuja or. bakeri	B&B	2-3'	1.25	12.50
50	Nandina	B&B	2-3'	1.25	62.50
50	Nandina	B&B	18-24"	.90	45.00
50	Mahonia aquifolium	B&B	12-18"	.65	32.50
15	Viburnum rhytidophyllum	B&B	2-3'	1.25	18.75
100	Abelia grandiflora	B&B	2-3'	.45	45.00
25	Callicarpa purpurea	BR.	12-18"	.17 1/2	4.39
50	Kolkowitzia amabilis	BR.	18-24"	.75	37.50
100	Lagerstroemia Wm. Toovey	BR.	2-3'	.35	35.00
250	Spirea thunbergii	BR.	2-3'	.15	37.50
50	Cornus fl. rubra	B&B	3-4'	1.75	87.50
60	Cornus fl. rubra	B&B	2-3'	1.25	75.00
50	Cercis chinensis	BR.	3-4'	.50	25.00
6	Paenies, mixed		3 to 5 eye, div.	.12	.72

Mail your check for \$800.11

NOTE—Substitution permitted on any or all varieties mentioned above.

FOR ZONE 2

50	Cedrus deodara	B&B	5-6'	\$3.00	\$150.00
50	Jun. chin. pfitzeriana	B&B	2-3'	1.50	75.00
100	Jun. chin. pfitzeriana	B&B	18-24"	1.25	125.00
100	Jun. chin. pfitzeriana	B&B	2-3'	1.35	135.00
25	Thuja or. aurea nana	B&B	18-24"	1.00	25.00
25	Thuja or. aurea nana	B&B	15-18"	.75	18.75
50	Nandina	B&B	2-3'	1.25	62.50
50	Nandina	B&B	18-24"	.90	45.00
50	Mahonia aquifolium	B&B	12-18"	.65	32.50
100	Abelia grandiflora	B&B	2-3'	.45	45.00
100	Cornus fl. rubra	B&B	3-4'	1.75	175.00
500	Spirea thunbergii	B&B	2-3'	.15	75.00

Mail your check for \$963.75

NOTE—Substitution permitted on any or all varieties mentioned above.

FOR ZONE 3

Your selection of varieties to the amount of \$1100.00

Mail your check for \$1100.00

FOR ZONE 4

500	Jun. chin. pfitzeriana	B&B	2-3'	\$1.50	\$750.00
500	Jun. sabina	B&B	18-24"	1.00	500.00
100	Jun. com. depressa	B&B	2-3'	1.50	150.00
200	Cornus fl. rubra	B&B	3-4'	1.75	350.00

Mail your check for \$1750.00

NOTE—Substitution permitted on any or all varieties mentioned above.

Mail Check With Carload Order — We'll Prepay Freight